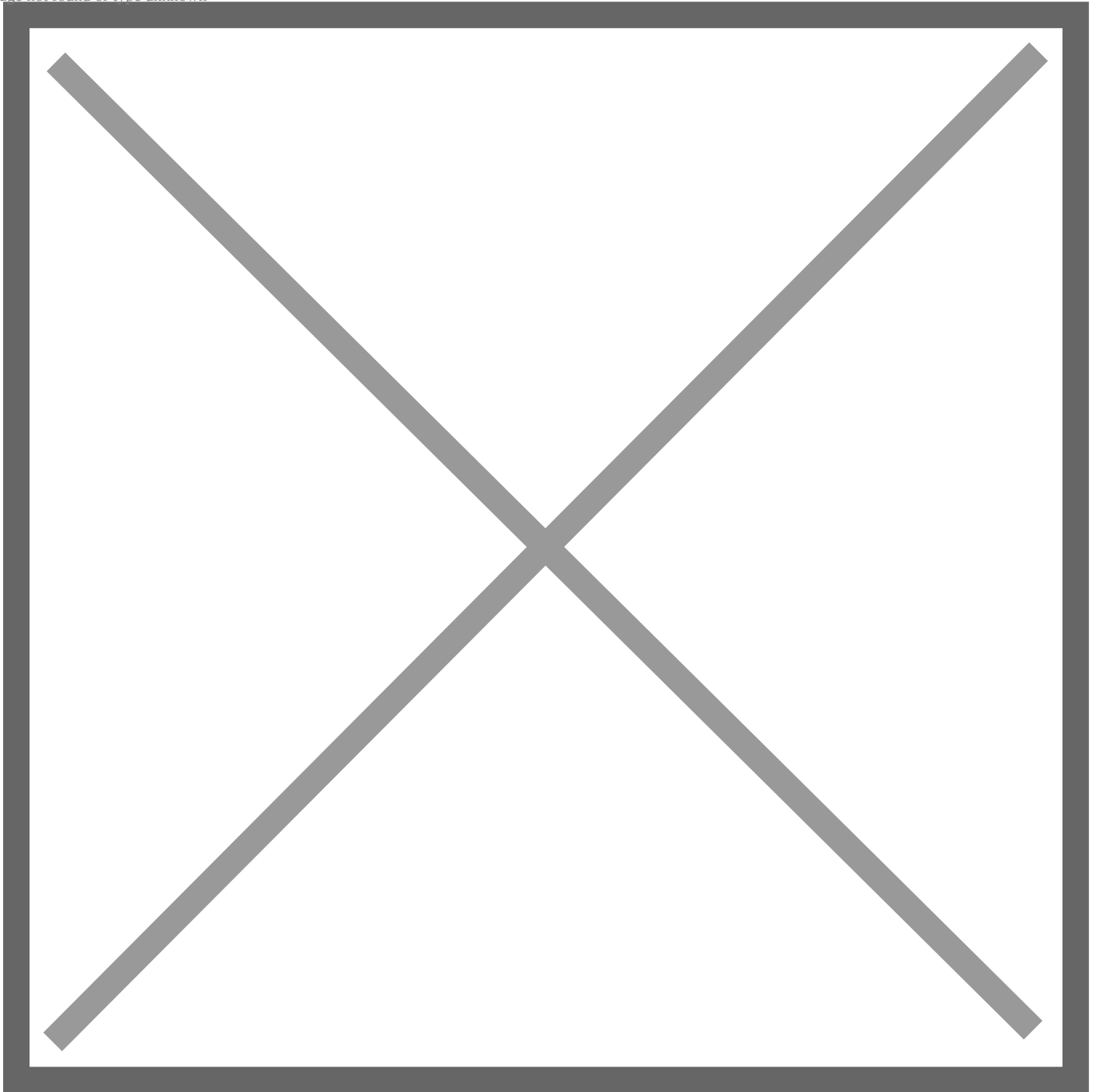


How the West Was Won: Toyota Offers Chance to Be a Fuel Cell Pioneer

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TORRANCE, Calif., Oct. 8, 2014 – It's hard to be a trendsetter in places like Los Angeles or San Francisco, but one lucky Californian will blaze that trail when they park a new Toyota Fuel Cell Vehicle (FCV) in their garage.

Toyota and the Environmental Media Association (EMA) are offering a historic opportunity to own the company's first zero-emission hydrogen vehicle when it arrives in California in late 2015. Toyota is the first major auto manufacturer to give away a fuel cell vehicle to an individual owner.

As the infrastructure to support the vehicle is currently only available in the golden state, prize applicants must be California residents. Residents can purchase opportunities to win at www.biddingforgood.com for a cost of \$100 per ticket or \$500 for six. All monies raised will benefit programs of the EMA, a nonprofit 501(c)3 dedicated to harnessing the power of celebrity and the media to promote sustainable lifestyles.

The winner will be announced at the 24th annual EMA Awards, presented by Toyota and Lexus, on Oct. 18 at Warner Bros Studios. The EMA awards honor individuals within the entertainment industry for efforts to promote environmental messages. Toyota and Lexus have been presenting award sponsors for 14 years.

The FCV combines hydrogen and oxygen from the air to generate electricity that can power the car approximately 300 miles on a single fill-up. Nothing but water vapor leaves the tailpipe.

"Hydrogen fuel cell technology is the next big leap in automotive history, and through this extraordinary drawing, we're seeking bold drivers ready to embrace that future," said Bob Carter, senior vice president of Automotive Operations, Toyota Motor Sales, U.S.A., Inc.

For more information on the Toyota FCV, please visit <http://www.toyota.com/fuelcell/>.